

A Nelessen Associates (ANA) is excited to have the opportunity to present this executive summary of our vision and planning methods as they relate to the East Riverside Corridor Master Plan. At ANA, we believe that sustainability is essential for every community: sustainable architecture, sustainable transportation, sustainable communities. It is clear that the City of Austin shares this belief from its commitment to create a new and sustainable vision for the East Riverside Corridor.

The ANA team for this proposal has the collective expertise, unique processes, graphic capabilities, and pure energy needed to catalyze the plan and to ensure implementation. Our goal is not to do another study, but to achieve a buildable project generated through a consensus of the residents, developers, and the application of our award winning urban design expertise. Like similar past projects, we will help build a new, exiting, energy-filled spine within Austin, a corridor with positive visual and spatial characteristics that can improve the quality of life of residents, enhance the economic health of the businesses and property owners, and meet the challenges and demands of a changing world. Although there are challenges to the project, we feel confident that in combining our team's set of expertise we can produce a plan that will guide growth and revitalization, and achieve the goal of all-encompassing sustainability.

All places evolve through stages of growth, optimizations and deterioration, only to re-emerge prouder and stronger, but only if there is a clear, realistic and imaginable vision for the future. A. Nelessen Associates, Inc. will provide that vision and strategy for revitalization of the East Riverside Corridor.

About ANA

A. Nelessen Associates (ANA) is an award-winning team of talented professionals with expertise in urban design, community visioning and facilitation, transportation, circulation and parking, and architectural and graphic design. Since 1989 ANA has been bringing new value and improved quality of life to places through its integrated process of Visioning, Planning and Urban Design.

With a dynamic combination of vision and practicality, ANA weaves together various interests – social, political, economic, development, cultural and civic – to make quality communities, celebrating the unique character of places with cutting-edge, elegant, comprehensive planning and design.

ANA combines creative, sensitive urban planning and design with a unique, patented public and stakeholder participation process: the Visual Preference Survey™ (VPS) and Vision Translation Workshop (VTW). ANA has conducted hundreds of surveys across the United States, Canada and abroad. Facilitated by charismatic, award-winning urban planner Tony Nelessen, this progressive method of community planning harnesses and analyzes stakeholder and public input for maximum potential and implementation. Draft vision plans are presented to the public for additional comments, and revised accordingly. The vision plan and design guidelines become the foundation for new master plans, redevelopment plans, and zoning codes. As a world-renowned expert in community consensus building, urban design, and the downtown development and redevelopment public process, ANA founder and principal Tony Nelessen believes the only successful plans are those that the community itself has helped craft because all places are unique and no one knows a place as well as those who use it every day.

ANA's goal is to design pedestrian-scale, transit-oriented communities of place with engaging commercial districts and walkable neighborhoods. ANA's award-winning plans often incorporate one or more of the following elements: historic preservation, neighborhood revitalization, redevelopment, integration of mass transit, and integration of mixed housing scales and types.

Further, ANA has been successful planning on projects ranging widely in scale and scope, from village streetscaping vision plans to comprehensive redevelopment plans within complex sites for Fortune-500 clients.

Recent Experience

ANA has created a name for itself around the country and the world by producing plans similar to what is required of the East Riverside Corridor Master Plan. The following is a sampling of our most recent and most relevant work.



Metcalf Corridor Visioning Plan, Overland Park, Kansas

Currently in its final stages, this landmark visioning process for the 9 mile Metcalf Avenue Corridor will be to create a "Great Street" in the heart of Overland Park (O.P.). Matt Jordan, former O.P. assistant manager said, "We selected the Nelessen/BWR team because of its profound commitment to community collaboration to better define and reinforce a coherent image for the corridor, one that will differentiate it as a series of great business districts and mixed-use neighborhoods – including downtown Overland Park."

Workshops and charrettes were conducted with City staff. An executive committee, technical advisory committee, steering committee, and the public was engaged throughout the process. In total, nearly 4,000 people participated in the workshops. Ultimately, this engagement with the City and community, combined with professional analysis based on demographic research, traffic analysis, infrastructure plans, commercial and residential real estate market-place reality and legal review, has culminated in a plan that is dramatic yet realistic; a vision that is forward thinking and executable.

Route 130 – Burlington County Vision Plan, Burlington County, New Jersey

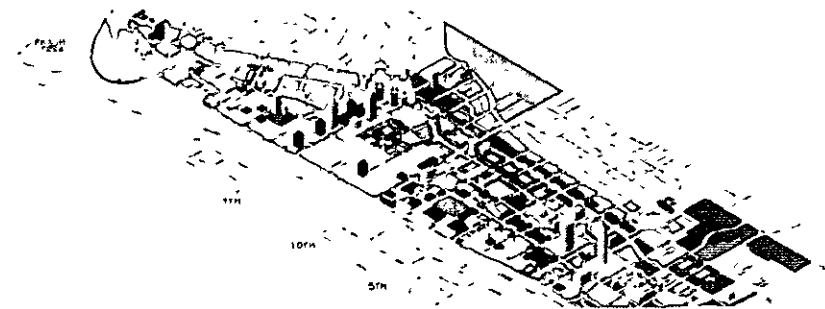
ANA was hired in 2003 to plan and design the redevelopment of an 11-mile segment of Route 130 corridor connecting seven municipalities. Several public visioning charrettes were facilitated and the data was synthesized into areas susceptible to change and nodes suggested for development. ANA refined those nodes into 3 concentrations of mixed-use development. The new grid of streets is being engineered into the existing traffic network. Streetscape improvements including landscaping, sidewalks, crosswalks, parking, signage, street lighting, street furniture, architectural recommendations and heightening of utility wires were planned along the entire corridor



Existing Intersection of Peachtree and 4th



Proposed Intersection of Peachtree and 4th



Midtown Blueprint I/Blueprint II, Midtown Alliance, Atlanta, Georgia

Both of these Midtown Blueprint projects were oriented along Peachtree Street in Midtown Atlanta, a primary corridor running through the heart of Atlanta, Georgia. ANA produced Midtown Blueprint I in 1998, a successful Redevelopment Plan for Midtown Atlanta using the ANA community visioning process. This included new housing, offices, and urban streetscape with a pedestrian and automobile circulation overlay and a mass transit and parking infrastructure plan. To date, over 15,000 housing units and 9 million square feet of offices, as well as 3 miles of streetscape improvements have been built, resulting in a psychological turnaround for the community.

In 2002, ANA was rehired by Midtown Alliance to produce Midtown Blueprint II, focusing on new retail nodes as well as housing and open space in Midtown Atlanta. This plan included 64,000 housing units, 20,000 square feet of office, and 3,000,000 square feet of retail. In addition, new streetscaping and a streetcar line was proposed along the length of Peachtree Street. Development has been continuous since the plan was unveiled.



In addition to ANA's relevant experience in planning and urban design field, ANA has teamed with several firms that have experience locally in areas and techniques directly applicable to the East Riverside Corridor Master Plan. As shown on the following pages, the team of ANA as the prime consultant, with Bucher, Willis, and Radcliff (BWR), Estilo Communications, Martinez, Wright & Mendez Inc. (MWM), Rz & Associates, and Dynamic Reprographics as subconsultants, has a broad range of experience dealing with planning issues important to the City of Austin.

Bucher, Willis, and Radcliff (BWR), Round Rock:

Bagdad Road and FM 2243 Intersection Improvement Project, Leander, Texas

BWR is currently performing design-engineering services for the improvement of the Bagdad Road and FM 2243 intersection in Leander. The project includes a traffic study and re-timing of the existing signalized intersection prior to reconstruction of the intersection. The design includes widening Bagdad Road from an existing two-lane rural section to proposed five-lane curbed roadway that incorporate the City's Heritage Trail hike and bike path into its parkway. The improvements for FM 2243 include widening from existing two-lane rural section to a five-lane curbed roadway.

Martinez, Wright & Mendez, Inc. (MWM)

Roy and Matias Velasquez Plaza, Austin, Texas

As prime consultant, MWM worked in collaboration to design the proposed plaza within an unused half-block portion of existing City right-of-way for Medina Street. The plaza, located within the Saltillo Plaza TOD, is included in the neighborhood plan as a pocket park and provides a pedestrian and bicycle connection to the Capital Metro Saltillo Redevelopment District and the Lance Armstrong Bikeway. The plaza captures and frames views of historic east Austin through careful site planning and landscape design. MWM also provided design for site grading and drainage, landscape and irrigation, construction documents and details, and worked in collaboration to develop concept for site lighting.

Eleven East Block 17 Redevelopment, Austin, Texas

As civil and landscape architecture subconsultant to the Eleven East Block 17 Redevelopment project team, MWM provided comprehensive services for the redevelopment of an entire East Austin block, for the Austin Revitalization Authority. The design of the project reflected the dense, mixed-use development anticipated for the block by the Neighborhood Plan. Due to the proposed scope of development, Block 17 was the most complicated project yet permitted under the NCCD (a zoning overlay), and necessitated close coordination and collaboration with the Watershed Protection and Development Review Department.

Transit Oriented Development (TOD) Planning Study, Austin, Texas

In this successful collaboration, Martinez, Wright & Mendez, Inc. worked directly with Capital Metro in formulating strategies to integrate mass transit elements into progressive urban design. MWM assisted the client in developing concepts and preliminary land use plans for a TOD in the Austin area, all the while taking existing extensive regulatory constraints into consideration due to environmental and sensitive community issues.

Estilo Communications

North Burnet/Gateway Redevelopment Plan

The City of Austin and a team of land planning, urban design and transportation consultants are undertaking a neighborhood planning process for the 2,300 acre site of the North Burnet/Gateway Planning Area. The area contains the interchanges and intersections of Loop 1 (MOPAC), US 183 and Loop 360. Both the Capital Metro commuter rail line and potential future Austin-San Antonio Intermunicipal Commuter Rail line run through the planning area. Because of its location, the area has the potential to become a major Transit-Oriented Development.

Estilo Communications was hired to provide services including community outreach and public relations for this Redevelopment Plan. Community outreach was obtained through such methods as creating a web site, community leaders database, and community vision survey, providing charette and stakeholder meeting logistics and implementation, and publishing an electronic newsletter. Public Relations for the project included media relations, press releases, public speaking, key points development, and newspaper articles.



Rz & Associates

Capital Metro Light Rail Transit Study - Austin, Texas

For the Capital Metro Light Rail Project Feasibility Analysis, Rz & Associates was responsible for the development of a comprehensive analysis and development plan for a local transportation authority (East Austin) rail property. Rz & Associates provided ongoing stakeholder meeting reports, milestone activities reports and a draft/finalized development plan including development cost analysis and economic impact analysis. Rz & Associates worked in a multi-disciplinary team approach to support the organization's effort to increase community participation and assure positive impact of proposed development on the local small and minority businesses.

Team Project Approach

With extensive experience in planning and community visioning, generally, and the Austin community specifically, ANA's team of professionals is geared to develop a fresh and sustainable Master Plan for the East Riverside Corridor. The team expects that there will be challenges specific to this area's needs, and is prepared to draw on past experience to create a plan that is both thoughtful and implementable.

Specifically, the challenges we foresee include: providing the community with an exciting and well-designed plan while addressing the reluctance for growth and density that is specific to the East Riverside Neighborhood residents; gaining thorough knowledge of the corridor's existing conditions, designing a plan tailored to the unique character to that of Austin and East Austin, producing all deliverables locally; addressing local residents' needs, language and otherwise, getting the word out to residents and the general Austin community, and providing a plan not only with innovative ideas, but one that examines the feasibility of the design. ANA's team is prepared to address these challenges as well as any unforeseen issues through the process outlined below.

Generating local support is key to any planning process. ANA understands this and will use its unique and award-winning public visioning methods to create a plan that is tailored to address the client's needs by using the expertise of our design professionals and the residents themselves. ANA will lead all stakeholder and public meetings and will be charged with compiling all information provided by the subconsultants to create an innovative Master Plan that reinvigorates the East Riverside Corridor, making it one of the premier and most identifiable gateways into downtown Austin.

We will emphasize good-faith information sharing, exploration of alternatives, and agreement on measures acceptable to all involved

ANA uses a multi-phase approach.

- Identify and Validate Primary Issues: Affirm goals and add new objectives to the list already adopted.
- Develop Real-world Solutions: Draft clear, concise goals, objective, policies, concept 3-D plans and implementation strategies, and action steps based on community input
- Adopt and Implement the Plan. Use the public involvement process to educate participants and build support for adoption and follow-up implementation.

The public involvement for the East Riverside Corridor Master Plan will be accomplished through the firm's trademarked Visual Preference Survey™ (VPS); Community Demographic, Economic and Policy Questionnaire; and Vision Translation Workshop.

Setting ANA apart from the rest of the planning and design industry is the use of the ANA - Visual Preference Survey (VPS), a visual and spatial evaluation of characteristics of place. The VPS™ serves as an innovative method of community participation in the planning process that is custom tailored to the community's needs and concerns. The public is asked to rank a series of character images, based on how appropriate or inappropriate they feel that image is for their community.

Local images are captured during initial and on-going fieldwork, while general images are assembled from the nationally recognized ANA image library. Additionally, alternative development image simulations are built from selected local and general images and included in the final VPS session. The image simulations illustrate alternative development scenarios that are built directly into the VPS.

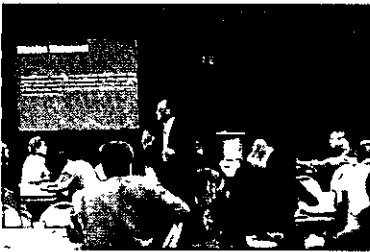


The VPS process is supplemented with a written Community Demographic, Economic and Policy Questionnaire. Specifically tailored to the area, specific demographic, economic, market, and policy questions are asked in order to provide statistical data. The questions included in the questionnaire are critical to fully understand the demographics of those who participate and how they respond to the images. Together, the VPS and Questionnaire is a valuable key to the accuracy and continued success of a project.



The Vision Translation Workshop, which directly follows the VPS and Questionnaire sessions, asks the client group to sit in the front seat of the design process by identifying and locating appropriate districts and land uses for potential development. The Translation Workshop allows concerned citizens and civic leaders to become designers and draw their community of the future.

Tony Nelessen moderates the workshop, inspiring people of diverse social, economic and political interests to brainstorm, discuss their various ideas, and arrive at authentic and efficient planning and design solutions for the growth and/or improvement of their community.



Austin Implementation

The first step in the ANA team's process is to meet with the stakeholders and to create three stakeholder groups: the Executive, Steering, and Technical committees. In addition, during this meeting the team will collect all available maps and reports, previous corridor planning initiatives, demographic and economic data, development standards, neighborhood and transportation plans, and construction data for review. The preferred scenario of "Envision Central Texas" will also be incorporated. Local photographs of the corridor and elsewhere in the Austin community will also be taken at this time. This data review, analysis and image collection will assist ANA's Team of professionals to produce a final Plan that is complimentary to existing plans and best practices in design within the area. Following data collection, ANA will compile data to execute its award-winning public input process.



The second series of meetings for the Corridor Plan will include the ANA team and three stakeholder committees. These meetings will involve a Beta Test of the Visioning Process. This Beta test will allow ANA to better tailor the public meetings to create the most effective vision for the Master Plan. Following the Beta Testing, the public will be invited to participate in the Visioning Process.



Estilo Communications will be instrumental in the attraction and accessibility of public meetings and awareness of the Corridor Master Plan. The firm will attract attendance to all public meetings through public outreach via radio, newspapers, and journals, specifically targeting the population cohort within the corridor. Estilo will be responsible for coordinating the venue for all public meetings and charettes. Because of the importance of accessibility and clarity in the planning process for those living in the surrounding area, Estilo Communications will obtain a translator for all meetings to ensure all people in the area have a voice in the vision of the area.

The VPS, Questionnaire and VTW provide the most engaging tools for residents to have input and to be able to voice any concerns for the future of their community. In this form of vision planning, residents come together to design their own sustainable community.

Participation in Stakeholder Meeting, Public Visioning, and Professional Design Charette in Overland Park, Kansas



The ANA team will then facilitate a Professional Charette Workshop to involve key stakeholders in addressing the critical issues identified in the visioning sessions. This process provides an opportunity for the Executive, Steering, and Technical committees to discuss issues, and then formulate ideas and concepts into recommendations. The principal purpose of the Charette is to develop action strategies allowing the project participants to reach “preferred” planning and policy decisions for the project. At the end of the charette, specific decisions are identified and participants have a chance to see the results of a cooperative planning effort that will be incorporated into the final Master Plan.

Following the Visioning and Charette process, the VPS, Questionnaire, and VTW results, as well as outcomes from the charette will be reviewed by ANA. The average VPS image value ratings (mean image values) along with image standard deviations (range of response values) represent the collective opinion of the survey’s participants and serve as the basis for the evaluation and analysis of the images as they relate to the categories of the plan. The Questionnaire evaluation, when paired with VPS results, determines the most highly valued elements which are the most appropriate for the future of the community. These results are a backbone for the new plan, designs and guidelines.

BWR will provide ANA with detailed summaries for the existing conditions for the site. Summaries will include examining existing vehicular and pedestrian flows, remaining capacity, pedestrian interactions, and accident analysis; identifying sewer water and stormwater locations, flows and capacities; cataloguing existing streets by their typical sections, locations, and conditions, examining existing and proposed transit locations and ridership; and identifying building locations, land uses, conditions, vacancies and heights as well as their corresponding values, land values, and building-to-land ratios.

Rz & Associates will survey the existing economic conditions found in the area because both current and projected economic conditions will have a large impact on the direction of the project. Specifically, Rz & Associates will determine what market there is for additional retail, housing and office uses in the area existing demographic data. Because economic forecasting is essential to a comprehensive plan, Rz & Associates will also be a part of the initial design process for the Plan.

After all information has been reviewed, ANA will then, using a collaborative approach, meet on site to discuss all collective professional reviews. BWR, Estilo Communications, Rz Associates and MWM will all participate in this design team charette. This enables the interrelationship between the visual, spatial, economic, transportation and land use issues to be developed.

The ANA team will create a first draft of the Master Plan following the professional synthesis, professional charette workshop, and design team charette. While emphasizing sustainable design practices, the plan will include urban design and parking concept plans, design guidelines, street typologies, transportation recommendations, infrastructure improvements, a building regulating plan, 3D maps and models, and community-building recommendations. Martin, Wright & Mendez will guide the streetscape and landscape elements of the Plan, providing expertise with regionally indigenous species and materials. They will be involved in the design charette for the initial vision, and consultation for the evolution of the final plan. MWM will also be responsible for producing landscape sections and details for the Master Plan, and designing between 2 and 6 renderings of landscape and streetscape elements for the final plan.

The ANA team will return to the public after concepts have been developed, to present results of the visioning process and charettes. This public presentation will serve as an additional method of feedback for initial concepts to the Master Plan.

The final step of ANA’s planning process includes incorporation of public feedback and client reviews of the draft. ANA will then produce a final version of the Master Plan. The Final Plan will be presented to the client and community.

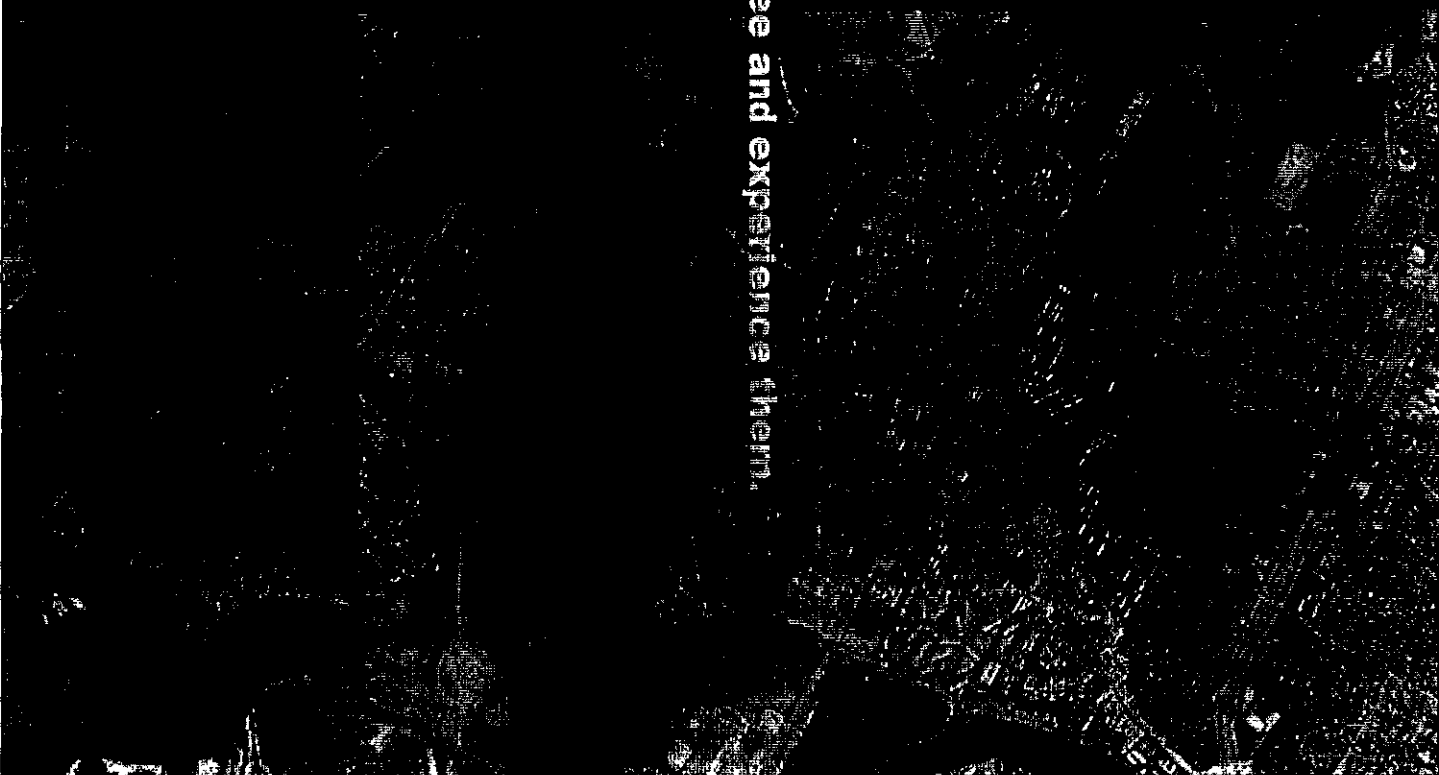
Throughout the planning process, Dynamic Reprographics will assist the team by printing all marketing related materials, final documents, and any visioning handouts and questionnaires needed in the public visioning and charette process.

All visioning, data and design expertise provided by each member of the ANA team will together produce a Master Plan which accentuates our mission to make the East Riverside Corridor a vibrant, sustainable community.

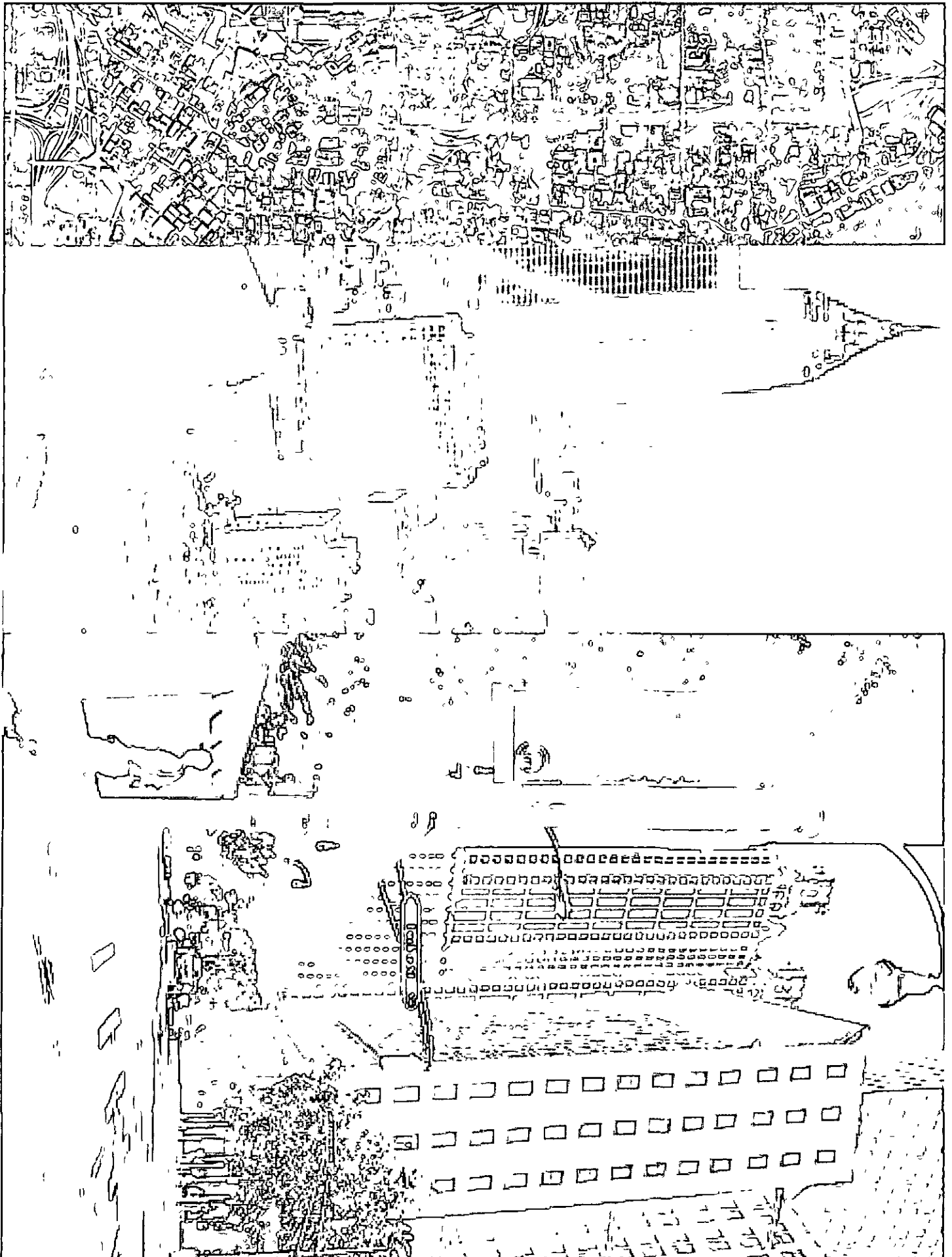
All Great Cities have Great Streets

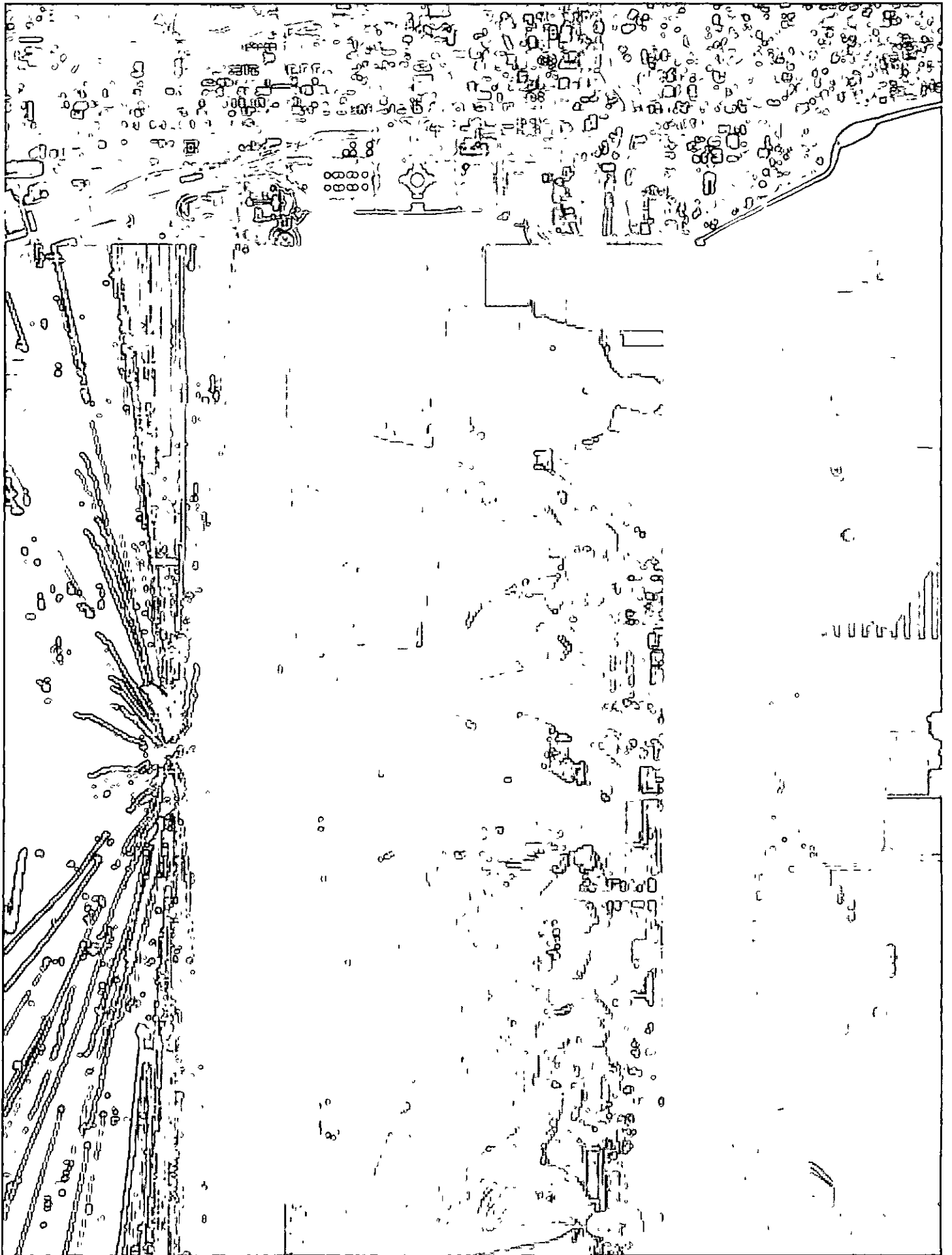
Planning the future of E. Riverside Drive in Austin, Texas

Great streets create a memorable image in all who see and experience them.









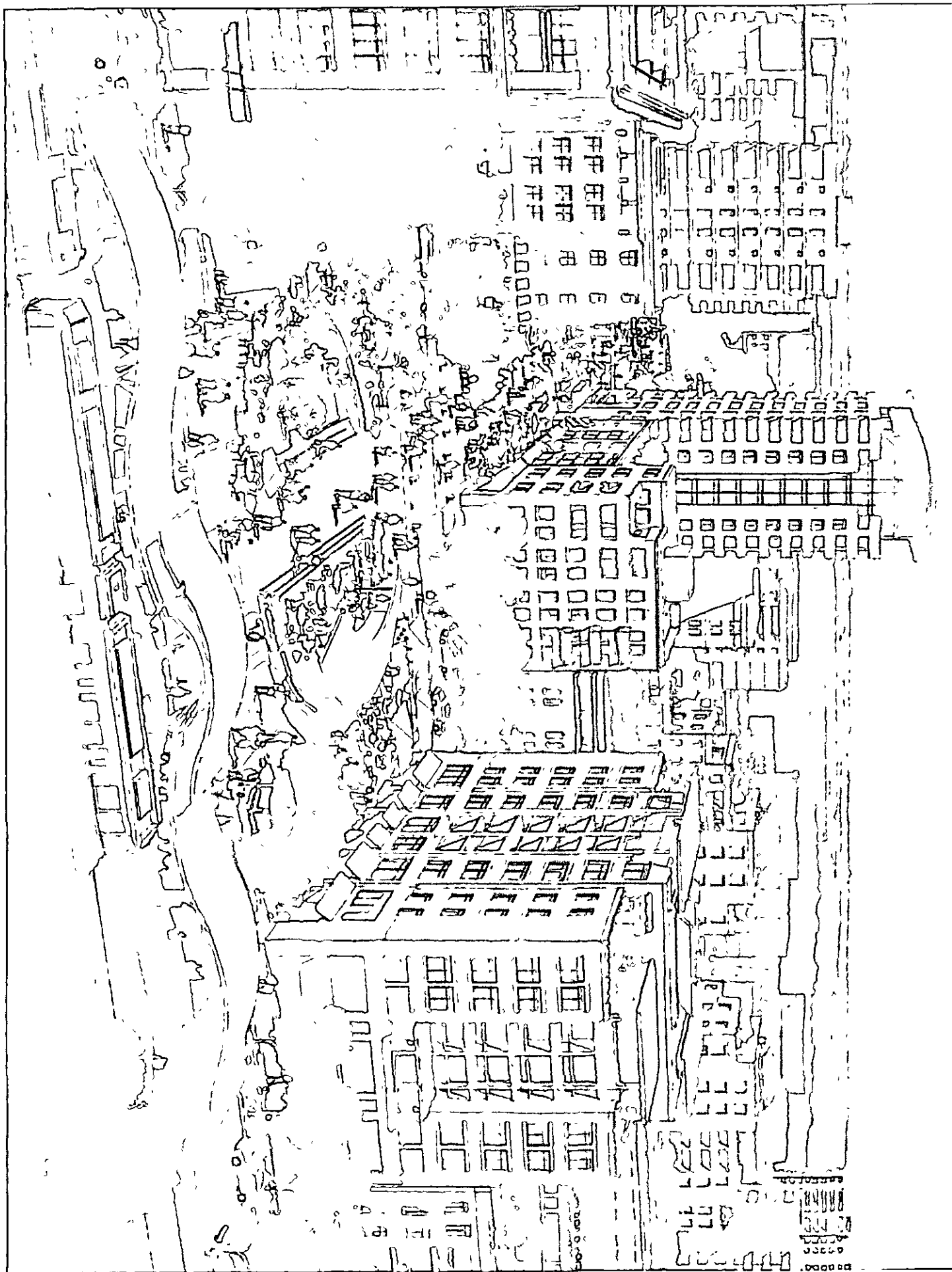
sustainable transportation : Walkability with a focus on

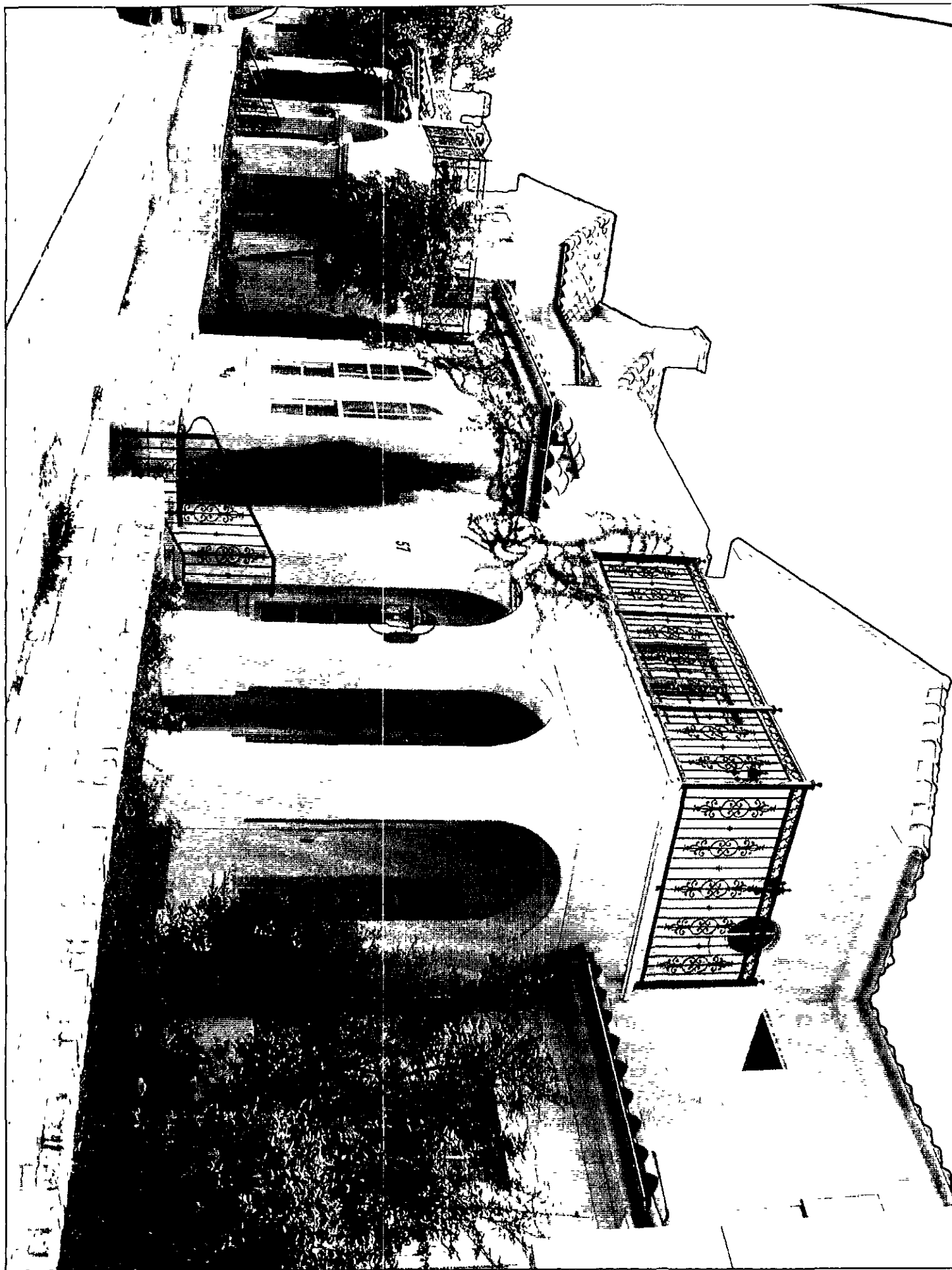
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multi-cultural

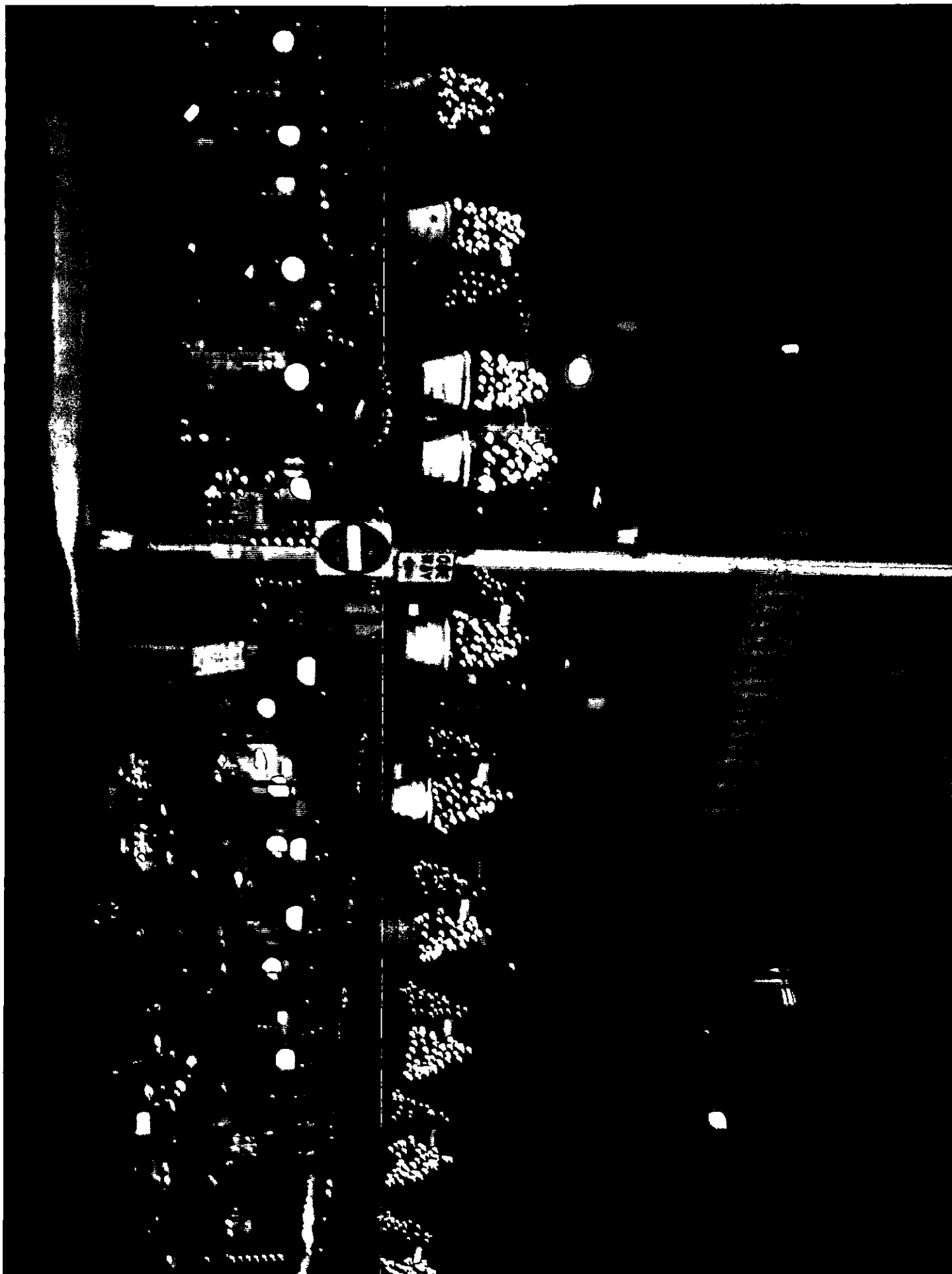
sustainable architecture : 21st century
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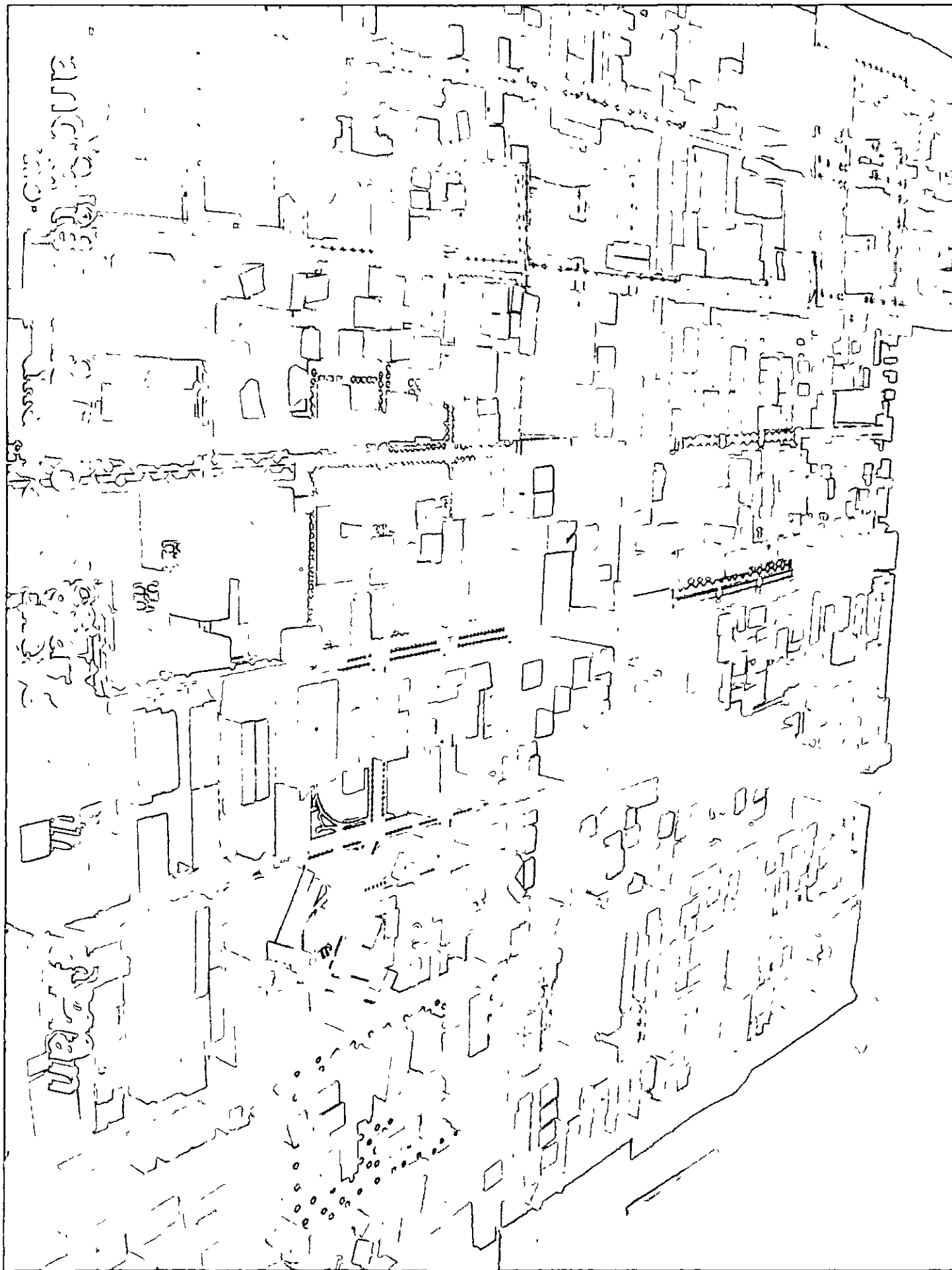
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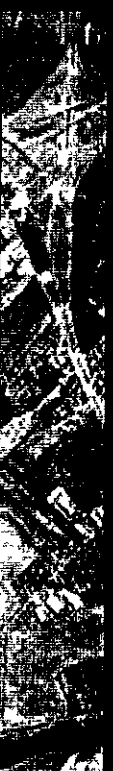








**The Future
belongs to those
who can visualize it.**

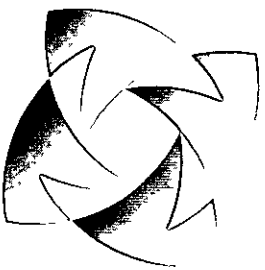
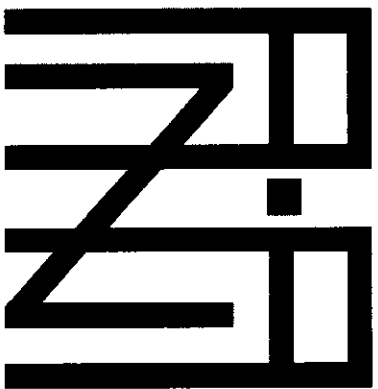


E Riverside Drive

All Great Streets have Great Neighborhoods
Planning the future of E. Riverside Drive in Austin, Texas

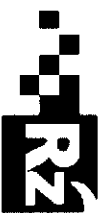
OUR PROCESS





BWR
Right in the Center

Estilo



& ASSOCIATES, INC.

Tony Nelessen, ANA

April Geruso, ANA

Mark Sweeney, BWR

Melissa McCollum, BWR

Marion Sanchez, Estilo Communications

Sal Valdez, R2 & Associates

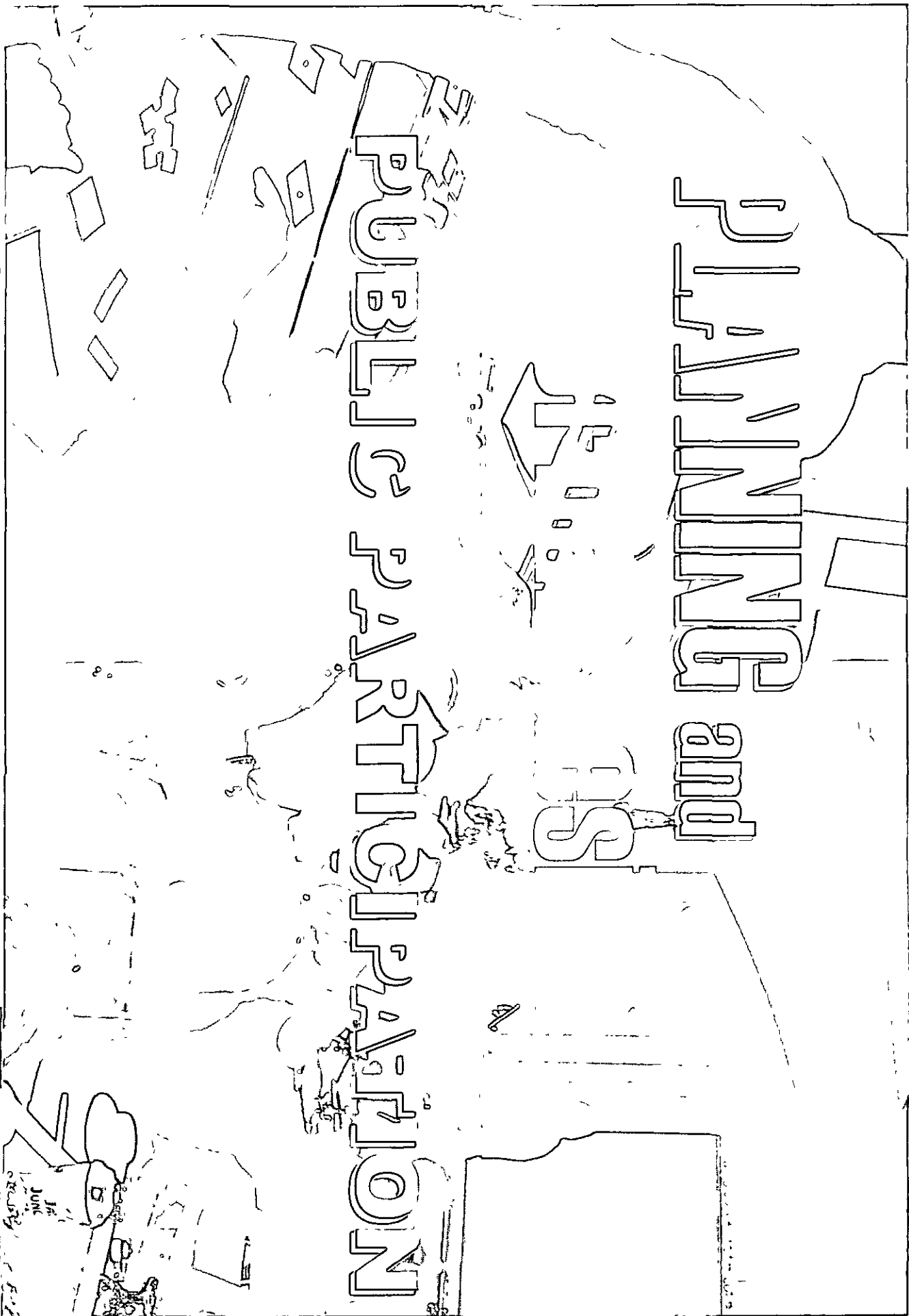
David Cazares, MWM Design Group



mwm

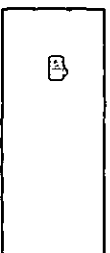
Design Group





NY VISIONING
PLANNING
URBAN DESIGN
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BWR
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RZ & ASSOCIATES, INC.

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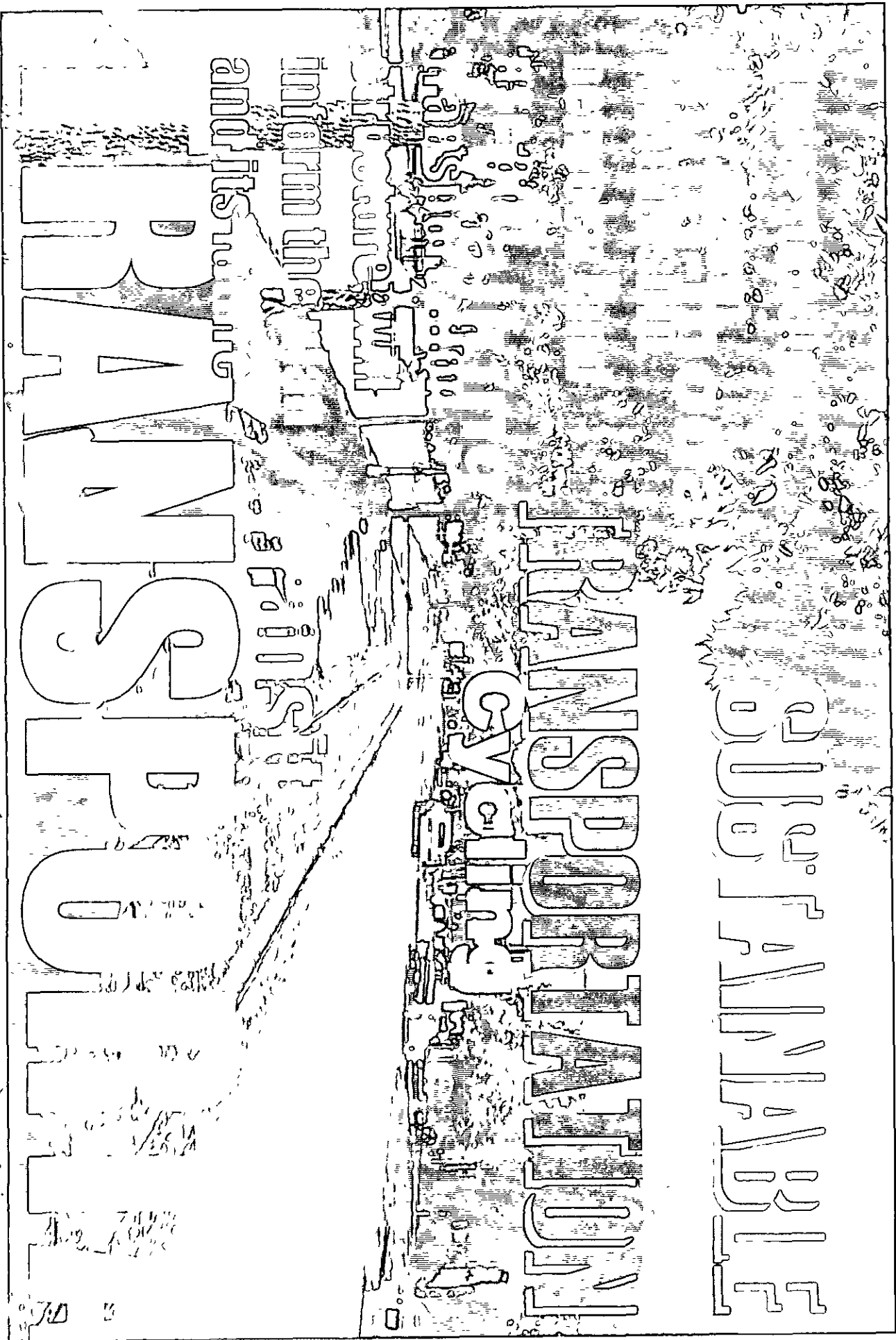
ECONOMIC ANALYSIS

Analytical tool for testing trends and drivers



**Evaluation of existing
demographics and shifting
development activity on the
City of Austin's tax base in East
Austin**

**Comparison of E. Riverside's current spending patterns
against other Austin neighborhoods**



AVAILABLE

TRANSPORTATION
CYCLING

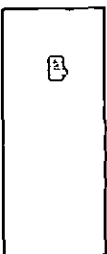
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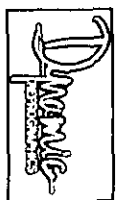
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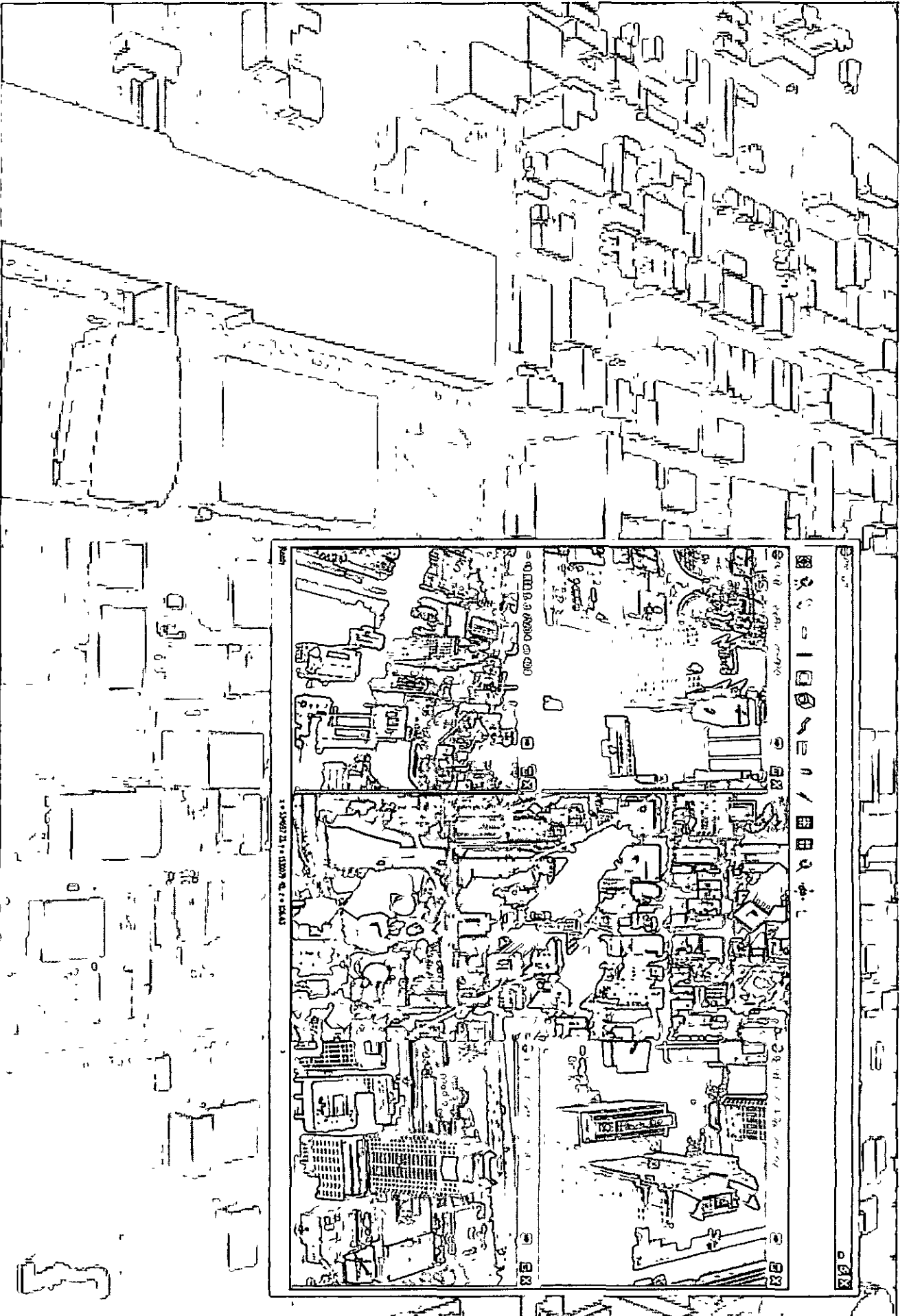


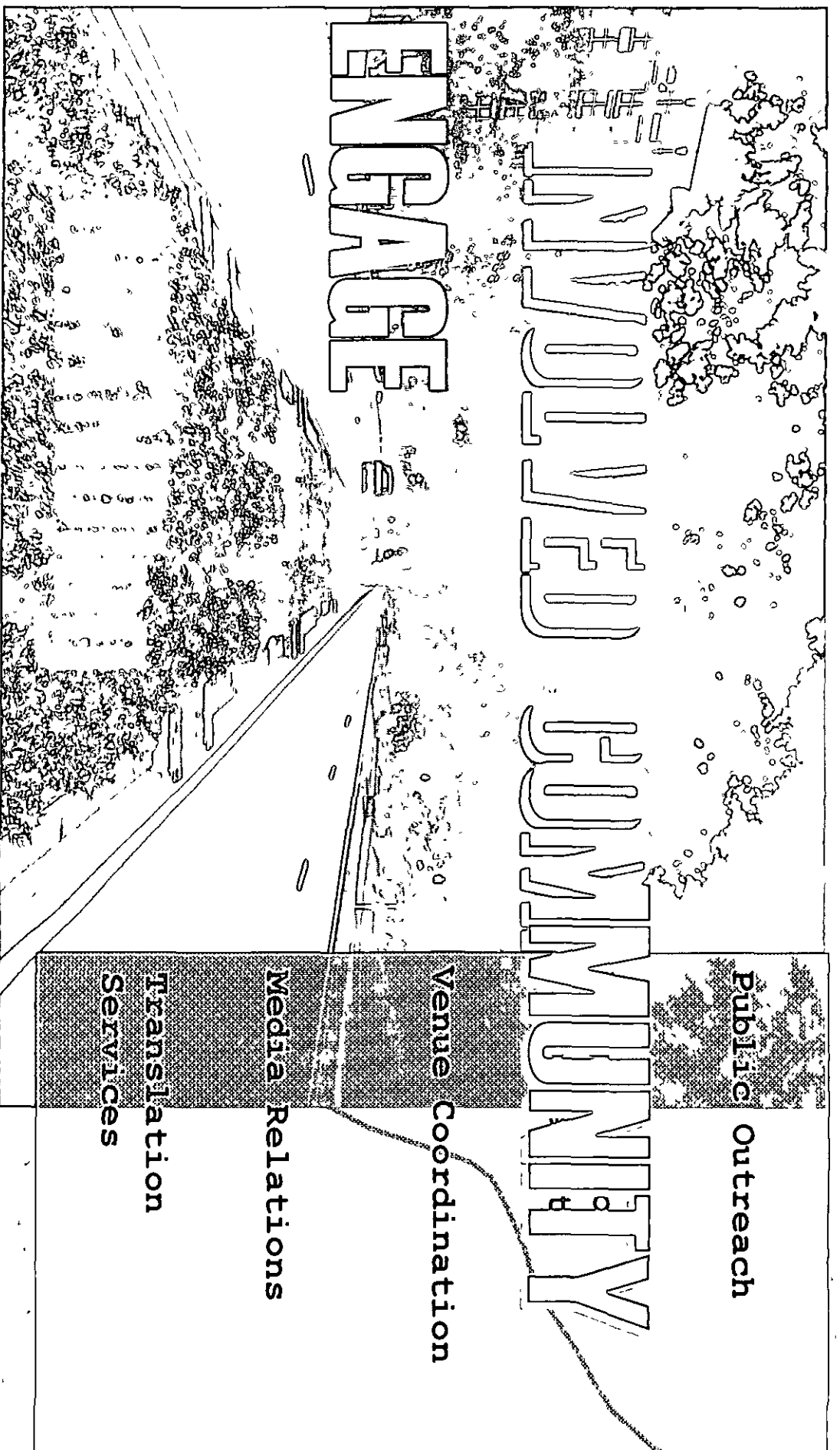
BWR
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K & ASSOCIATES, INC.





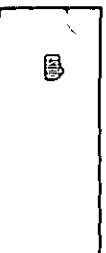


To get where you want to go -- you have to have a vision.

Marion Sanchez,

VISIONING
PLANNING
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A. NELESSEN ASSOCIATES, INC.

BWR
Right in the Center



R&A & ASSOCIATES, INC.

WWM
Design Group

Dynacore

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Most Negative
Most Inappropriate
Greatest Fear

What People Want

Most Positive
Most Appropriate
Greatest Likeability

Most Uncertain





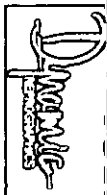
VISIONING
FLANNING
URBAN DESIGN
A NELESSEN ASSOCIATES, INC

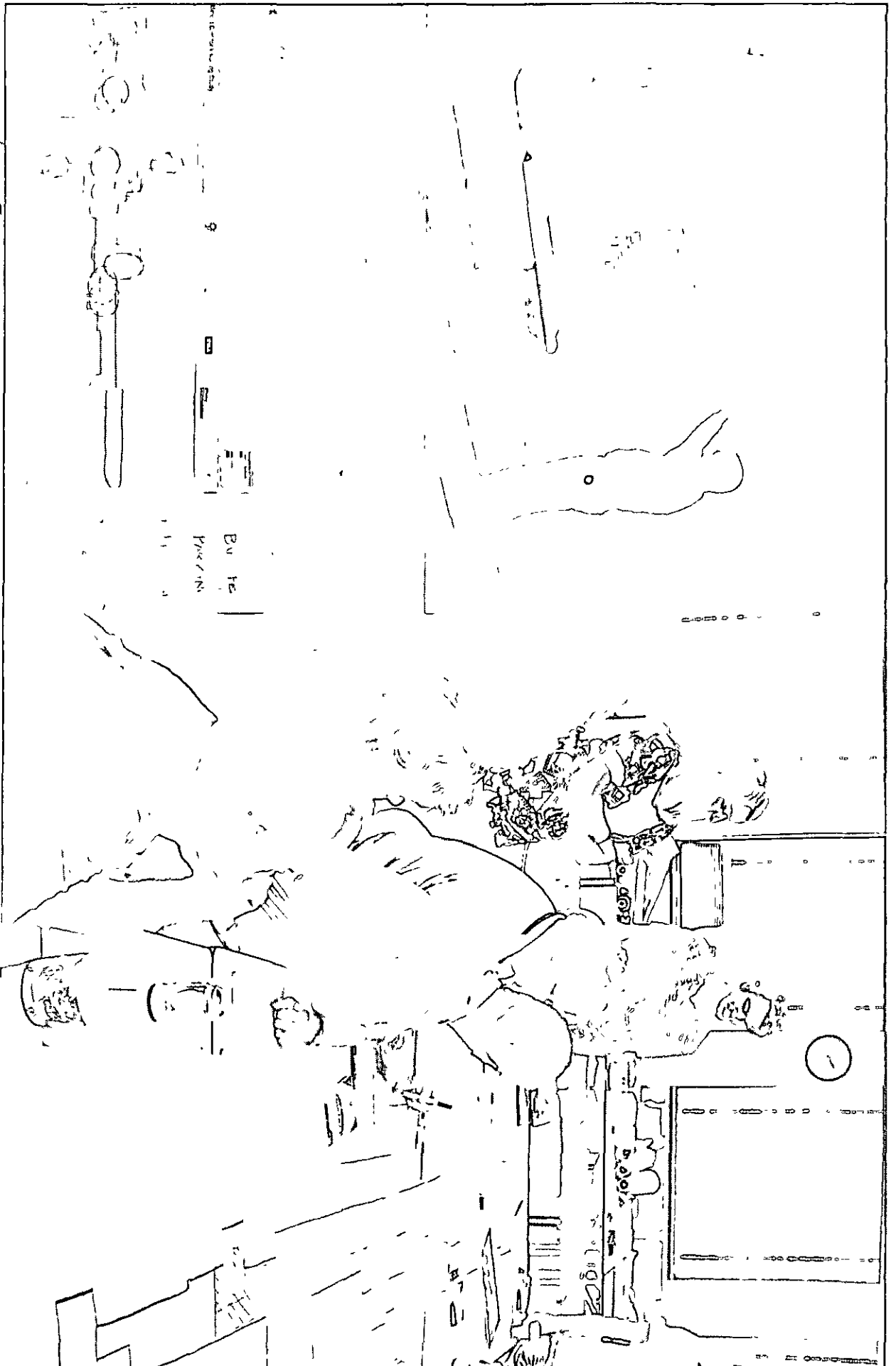
BWR
Right in the Center



R2 & ASSOCIATES, INC.

MWM
Design Group

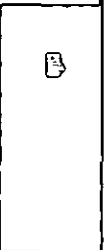




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VISIONING
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URBAN DESIGN
A NELESSEN ASSOCIATES, INC

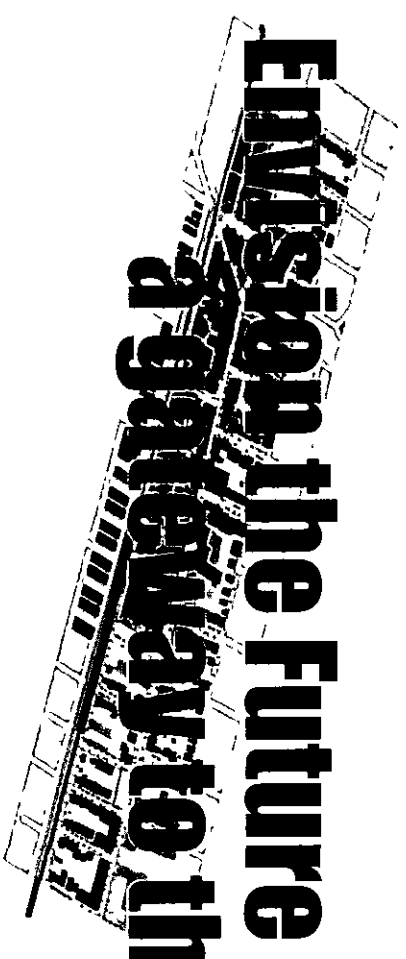
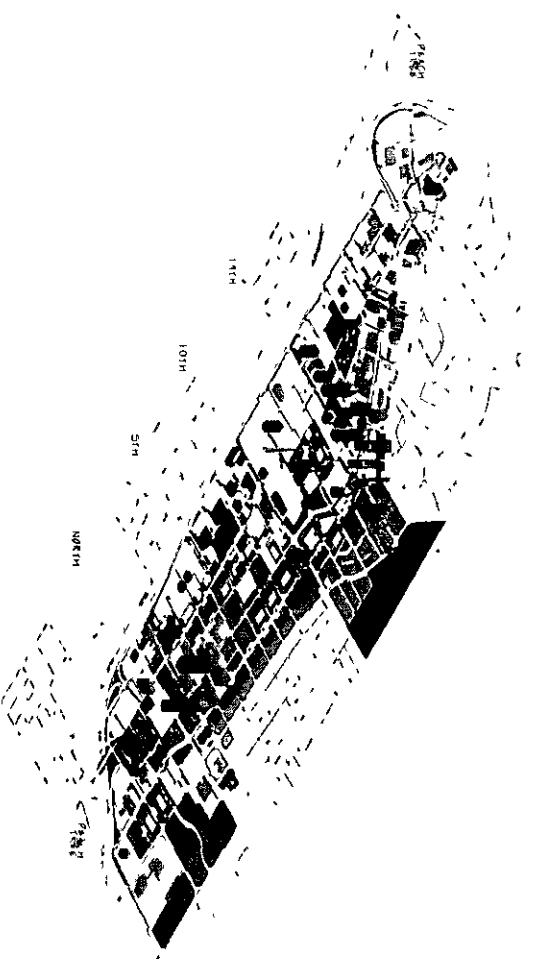
BWR
Right in the Center



PR & ASSOCIATES, INC.

DMW
Design Group

Dynasty



Envision the Future of Riverside Drive a gateway to the City of Austin

The Master Plan

RV
V I S I O N I N G
P L A N N I N G
U R B A N D E S I G N
A NEELSEN ASSOCIATES, INC

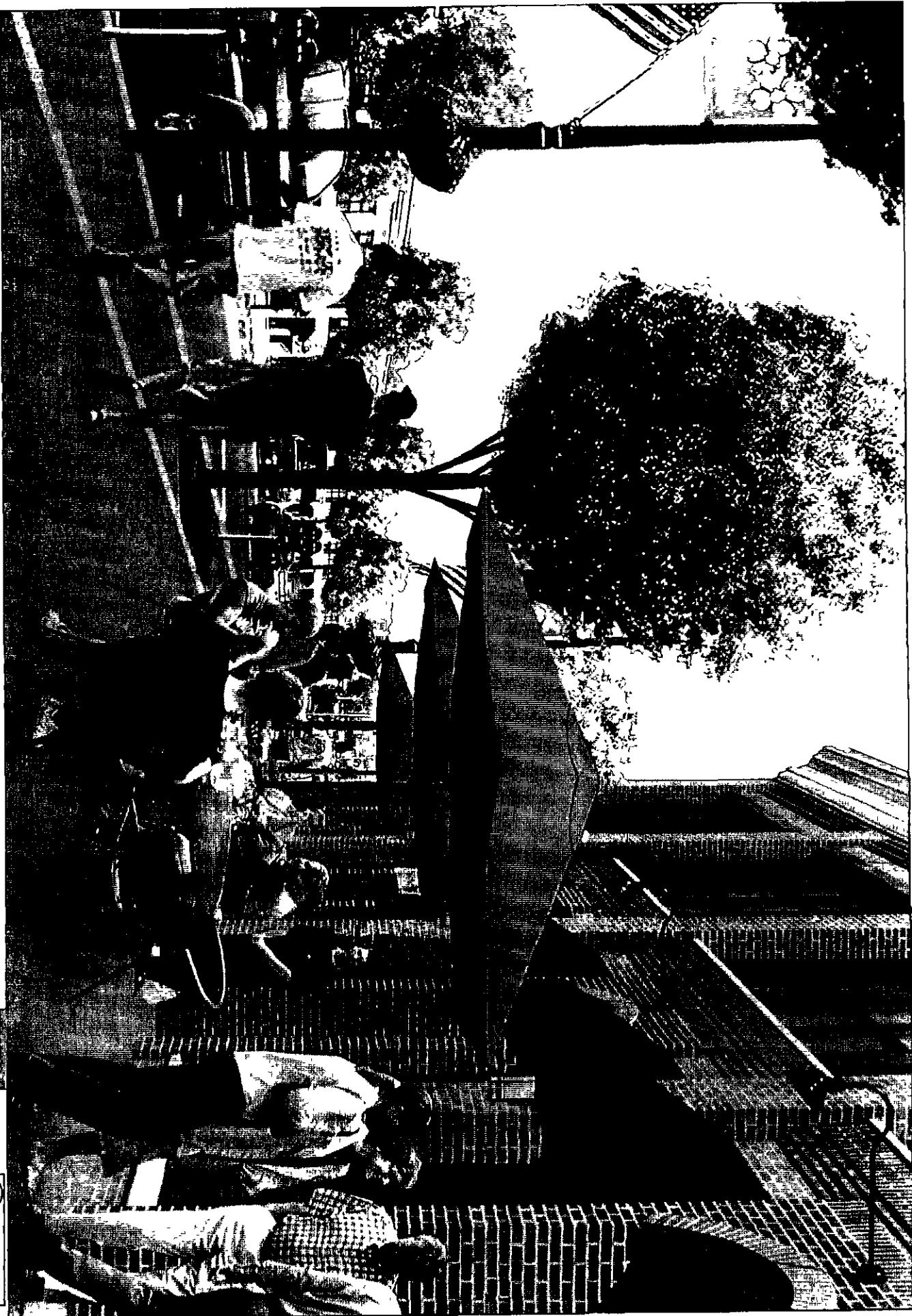
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R2 & ASSOCIATES, INC.

MWM
Design Group

DYNAMIC
PROGRAMS



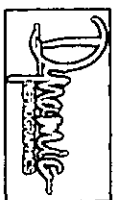
VISIONING
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A. NEELSEN ASSOCIATES, INC.

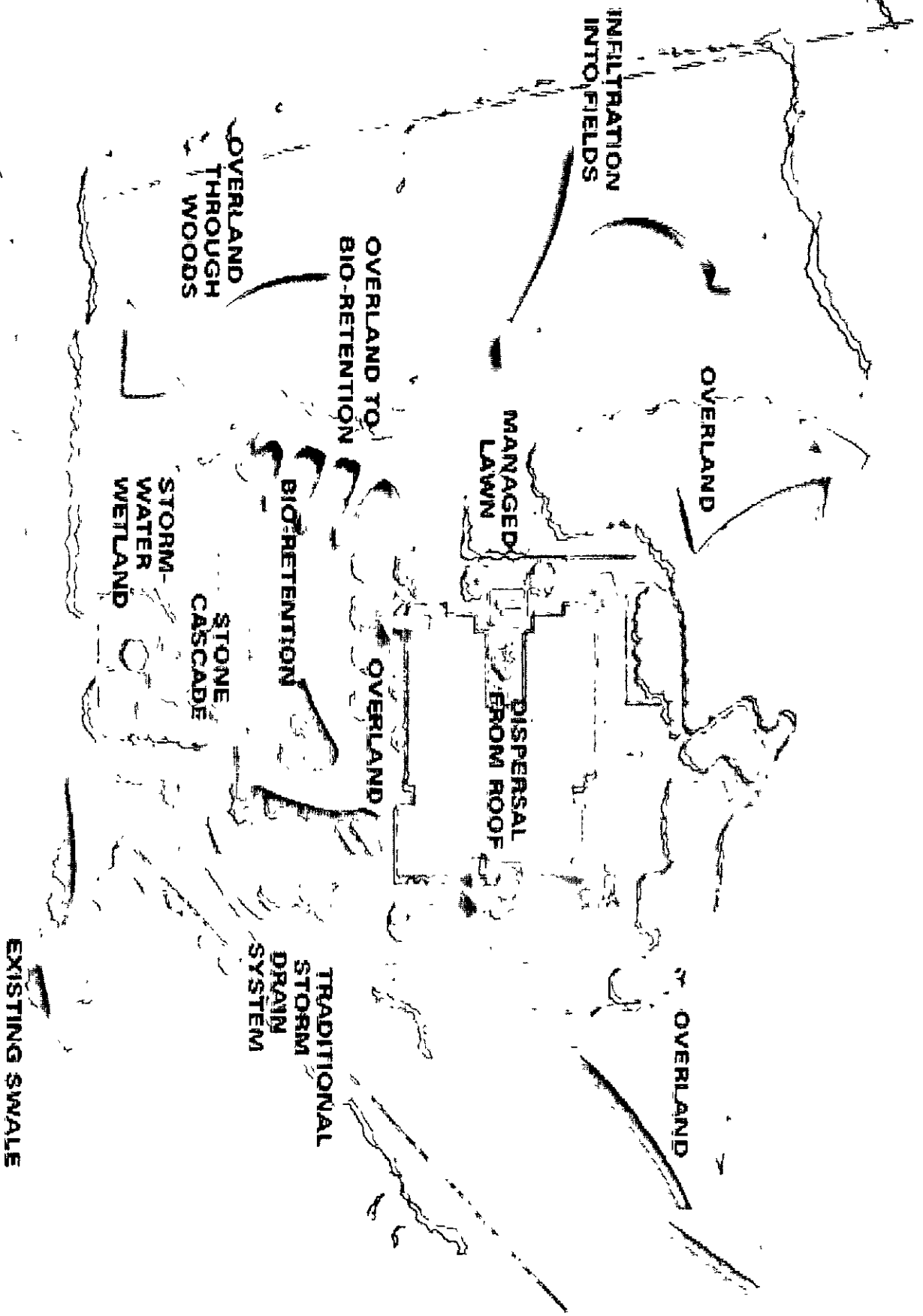
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Bright in the Center



RZ & ASSOCIATES, INC.

nwm
Design Group





70



18" HEIGHT STONE PLANTER
AND 14" DIA. RING

PAYER)

IMPLEMENTABLE PLAN

The economic analysis will ensure a realistic plan

FN VISIONING
PLANNING
URBAN DESIGN
A NEELSEN ASSOCIATES, INC.

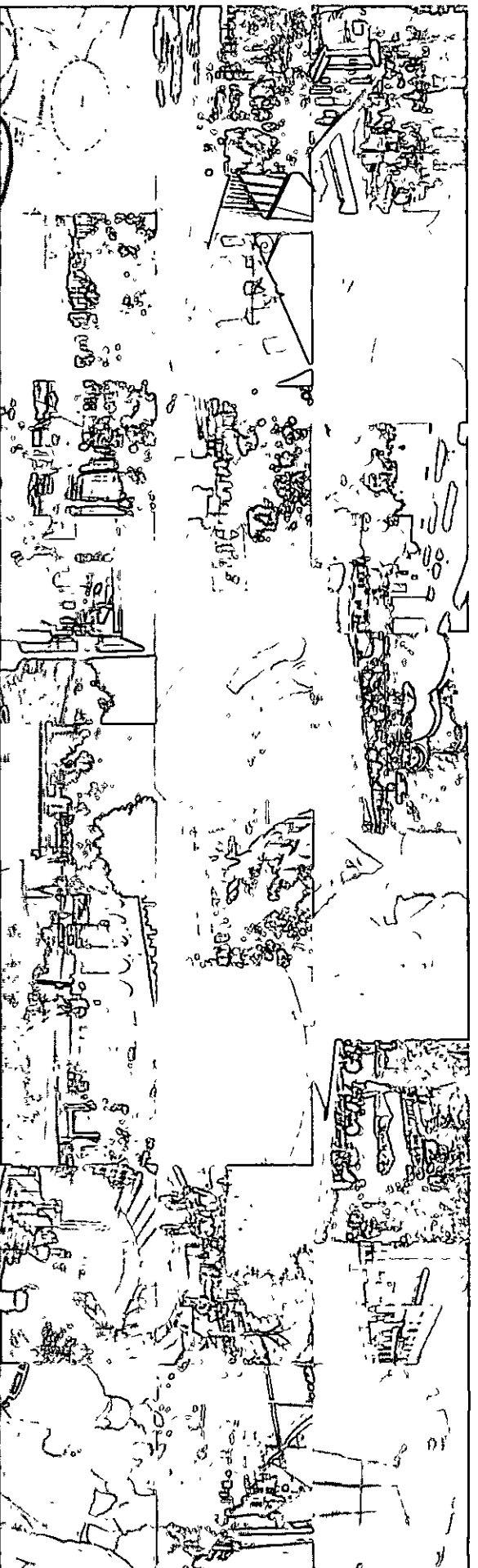
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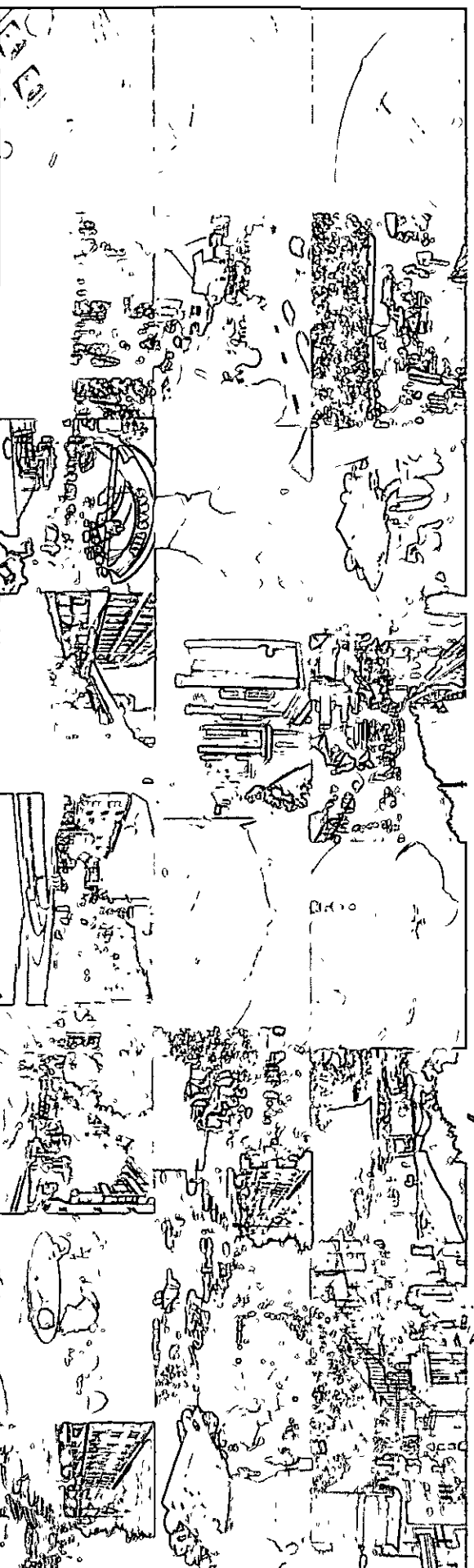
RZ & ASSOCIATES, INC.

MM
Dexter Group

D
Dynamilis



The true vision and plan for what E. Riverside Drive can become will only come from the hearts and imaginations of the people of E. Riverside Drive.

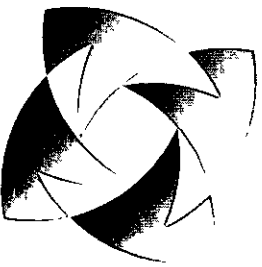
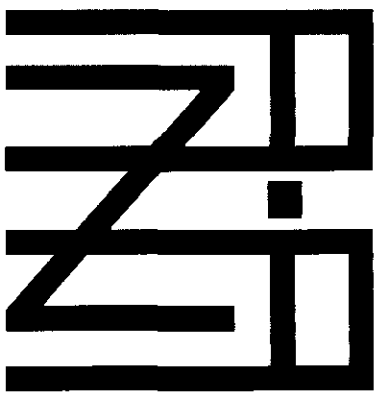


All Great Cities have Great Streets

All Great Streets have Great Neighborhoods

Planning the future of E. Riverside Drive in Austin, Texas





BWR
Right in the Center

estilo communications

Tony Nelessen, ANA

April Geruso, ANA

Mark Sweeney, BWR

Melissa McCollum, BWR

Marion Sanchez, Estilo Communications

Sal Valdez, Rz & Associates

David Cazares, MWM Design Group



mwm
Design Group



& ASSOCIATES, INC.

